

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:)	Examiner:	Oluseye Iwarere
)		
Chad D. Tillman)	Art Unit:	3687
)		
Serial No.: 10/816,547)	Conf. No.:	9998
)		
Filed: April 1, 2004)	Docket No.:	I098 1030.1

For: **PROVIDING CUSTOMIZED MEDIA AT PHYSICAL POINT OF SALE**

REPLY TO OFFICE ACTION

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This reply is responsive to the Office Action mailed on July 17, 2009, in connection with the above-identified application. A Request for Continued Examination (RCE) is filed contemporaneously herewith.

If any additional fees are required for this Reply and RCE, Applicant requests that this be considered a Petition therefor. The Commissioner is hereby authorized to charge any additional fees that may be required to Deposit Account No. 09-0528.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 12 of this paper.